MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BIS2024 – BUSINESS INFORMATION SYSTEMS

(All sections / Groups)

22 OCTOBER 2016
9:00 A.M. – 11:00 A.M.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages with 5 Questions only.

2. Attempt any **FOUR** out of FIVE questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

a) One of the ways an organization can improve its business process efficiencies is by *streamlining*. Explain what streamlining is, and how it is used to improve an organization's business process efficiencies.

(6 marks)

b) The past decade has seen big strides made in Artificial Intelligence (AI). List and explain **THREE (3)** categories of AI that can be used to aid the decision making process in an organization.

(9 marks)

c) Electronic business, or e-business, is the application of information and communication technologies in support of all the activities in organizations. How does e-business benefits organizations? Discuss **FIVE (5)** benefits of e-business.

(10 marks)

(Total: 25 marks)

QUESTION 2

a) Recent years have seen an increasing emphasis placed on the importance of the ethical use of technology in the workplace. Explain what are some of the ethical issues relating to the use of information technology infrastructure that organizations typically may face.

(10 marks)

b) Briefly explain why do you think it is important for organizations to outline information management policies for their employees. Provide and explain **ONE (1)** example of such policy.

(9 marks)

c) Provide any **TWO (2)** sustainable components of information system infrastructure to combat the negative effects of technology usage on the environment.

(6 marks)

(Total: 25 marks)

Continued...

QUESTION 3

a) Integrity constraints are rules that help to ensure the quality of information. Provide and explain the difference between the two types of data integrity constraints.

(6 marks)

b) Business intelligence can provide managers with the ability to make better decisions. Explain how managers can make use of business intelligence to support decision making.

(10 marks)

c) One of the area experiencing huge growth in network convergence is the use of the Internet for voice transmission. Explain the Voice over IP (VoIP) technology, and how the use of VoIP can benefit organizations as well as the challenges that organizations may face in using this technology.

(9 marks)

(Total: 25 marks)

QUESTION 4

a) Explain why Supply Chain Management (SCM) is so important for organizations. Provide and explain also **THREE (3)** fastest growing technologies that extend the functionalities of the basic SCM system.

(15 marks)

b) Discuss **THREE (3)** benefits of Customer Relationship Management (CRM) for organizations.

(6 marks)

c) The System Development Life Cycle (SDLC) is the overall process for developing information systems, consisting of seven distinct phases. Briefly explain the key differences between the *analysis* phase and the *design* phase.

(4 marks)

(Total: 25 marks)

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QUESTION 5

a) Draw an Entity Relationship Diagram (ERD) for the scenario below. In your ERD, highlight clearly the relationships and cardinalities between the relevant entities. In addition, propose suitable primary key(s) and/or foreign key(s) for each entity.

> Students in a high school are allowed to borrow books from the school's library. Each student is allowed to loan for a definite duration five (5) books from the library at a time. Conversely, a particular book may be loaned to many students until it is finally disposed or replaced by the school administrators. Books in the library are donated by publishers.

(20 marks)

b) List **TWO (2)** of Porter's generic strategies for achieving competitive advantage, and how information systems can be used in each generic strategy to achieve competitive advantage. Provide an example that exemplifies each strategy.

(5 marks)

(Total: 25 marks)

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